

# Pramit Singhi

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## EDUCATION

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**Indian Institute of Technology Roorkee**  
B. Tech Electrical Engineering (CGPA 7.826)

Roorkee  
Jul 2015 - May 2019

## EXPERIENCE

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**Zoomcar**  
*Product Manager*

Bangalore  
Jul 2019 - Present

- Supermiler – Launched a loyalty program (the Hooked model- building variable incentives for user). Added gamification to amend the user behaviour and increase booking rate from 3.3/user/year to approx 4.1/user/year to the date. Projected increment is 4.7/user/year.
- Free Float – Launched an MVP for in-city travel, in less than 100 days from ideation to release. It caters to the need of clean cars during COVID-19. Performed feedback testing and improved the ops and tech problems. Integrated a new payment flow in organization to reduce outstanding.
- Supermiler Elite – Launched a paid loyalty program for users. Defined GTM strategy, offerings pricing by understanding user needs through qualitative analytical methods. Achieved the retention frequency to 34% and increased ATV by 10% by providing system built-in benefits.

**Mozilla (Pontoon)**  
*Google Summer of Code Developer*

Remote  
May 2018 - Aug 2018

- Performed user research with 134 responses to prove the hypothesis for homepage revamp. From the homepage, 50% didn't understand the product, 60% didn't know how to start contributing.
- Improved and designed new information architecture to explain the "what, why & how" of localization. Brought a clear call-to-action for user to contribute. Developed it in Javascript and HTML/CSS on Django framework.
- Recorded 50% decrease in Exit Rate and 250% decrease in Avg. Time on Page within 3 month period before and after the release.

**ZestMoney**  
*UI/ UX Designer*

Bangalore  
Dec 2016 - Jan 2017

- Redesigned user application flow to get micro-loans using a step-by-step mailing procedure to make the process clear and easy. Designed assets to maintain the trust in the company.

## SKILLS

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Product: User Research, UX Design, IA, Wireframing, Prototyping, A/B Testing

Tech: Javascript, HTML/CSS, C++, Python, SQL

Other: Neural Networks, Data Structures & Algorithms, Data Analysis, Fuzzy Logics

## POSITION OF RESPONSIBILITY

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**Head of Design @ SDS Labs, IIT Roorkee**

Lead the design team of 10 students to create products for students. Promoted a culture of integration of technology and design by conducting various open-lectures and sprints to evolve product culture.

**Vice President @ Geek Gazette, IIT Roorkee**

Lead a team of 70 students, to bring out the best technical content to the students. Increased the number of users and online promotions. Increased revenue sources through web-ads.

## AWARDS

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**Kishor Vaigyanik Prothshahan Yojana (KVPY) Scholar**

It is a scholarship program conducted by the Indian Institute of Science (IISc), Bangalore and is one of the most prestigious awards/ examination for secondary school students. Aug 2015

**National Talent Search Examination (NTSE) Scholar**

It is conducted by the Govt. of India. It selects around 1000 students every year on the basis of Maths, Science and Social Science knowledge. Jun 2014